

June 17, 2011

Nathaniel Beaudoin
Stop Predatory Gambling
60 Island St., Fourth Floor
Lawrence, MA 01840

RE: Public Records Request

Dear Mr. Beaudoin,

This letter is being sent to you in order to provide you with a good faith estimate for the cost of complying with a public record request when the cost of compliance is expected to exceed \$10.00. As you no doubt know, the actual cost of producing the record might vary once our agency begins preparing the record. Our office will require payment of the estimated fee before commencing the work, pursuant to G.L. c.66, s.10(a); see also 950 CMR 32.06.

The breakdown of the estimated costs associated with your request is as follows:

- (1) The total amount spent on advertising and any marketing activities for FY 2009 and FY 2010; and
- (2) A breakdown of advertising expenditures, including but not limited to the amount spent on television advertising, radio advertising, print advertising, point of sale advertising, internet advertising, direct mail, and free tickets/coupons for FY 2009 and 2010.

Search, segregate and make copies of records: Estimated 20 total hours at the lowest paid employee who has the necessary knowledge or experience to complete the task
(\$36.30/hour) = \$726.00

- (3) Copies (preferably in digital form) of all ads used for television advertising, print advertising, point of sale advertising, internet advertising and direct mail for FY 2009 and 2010.

Search, pull files and make digital copies - \$2,500.00.

- (4) Any and all agency emails related to advertising and marketing activities for FY 2009 and 2010.

After consulting with the Director of MIS, it has been determined that your request as written is too broad, and that there are not enough specific details for the Lottery Commission to make a reasonable determination as to what the cost would be.

- (5) All market research conducted in FY 2009 and FY 2010, including the results of any surveys and focus group studies and any analyses of the measured impact:

Search, segregate and make copies of records: Estimated 15 total hours at the lowest paid employee who has the necessary knowledge or experience to complete the task
(\$31.26/hour) = \$469.00

Please be advised that the total cost for the production of your public records request is \$3,695.00.

Upon receipt of your payment of \$3,695.00, the Lottery Commission will forward the requested records and refund due, if any, should the estimate exceed the actual costs.

Please feel free to contact me at (781) 849-5513 or email at jharney@masslottery.com if you would like to discuss request (4) related to agency emails, or if you have any other questions with regards to this response.

Sincerely,

John W. Harney
Associate General Counsel

Cc: William Egan, General Counsel
Beth Bresnahan, Director of Marketing and Communications
MuckRock

VIA EMAIL AND FIRST CLASS MAIL